

## Message Text

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ACTION CU-03

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USIA FOR IEU AND ICS

E.O. 11652: N/A

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SUBJECT: BICENTENNIAL PROPOSALS

SUMMARY. AT A TIME WHEN THE IMAGE OF THE USA -- BOTH GOVERNMENT AND SOCIETY AA HAS BEEN TAKING A BEATING IN ITALY, THE BICENTENNIAL PROVIDES NON-CONTROVERSIAL OPPORTUNITIES UPON WHICH TO BASE A WIDE RANGE OF POSITIVE PRESENTATIONS. SEVERAL PROJECTS ARE ALREADY UNDERWAY. BUT FOR OPTIMUM IMPACT, MANY MORE WILL BE REQUIRED. SOME OF THESE CAN BE DONE WITH PRESENT MISSION RESOURCES, WITH THE COOPERATION OF LOCAL ENTITIES. OTHERS WILL REQUIRE MAJOR WASHINGTON ASSISTANCE -- PARTICULARLY FINANCIAL SUPPORT. END SUMMARY.

1. BICENTENNAIL PROJECTS CURRENTLY UNDERWAY IN ITALY INCLUDE:

A. IN THE ARTS, A MAJOR EXHIBIT ON "200 YEARS OF AMERICAN PAINTING" (VIA USIA) WILL OPEN FOR A ONE MONTH SHOWING AT ROME'S MUSEUM OF MODERN ART IN OCTOBER; THE POST HAS ALSO BEEN IN TOUCH WITH USIA REGARDING A SPECIAL EXHIBIT OF WORK OF AMERICAN ARTISTS WHO HAVE LIVED AND STUDIED IN ITALY THESE 200 YEARS, WHICH EXHIBIT WOULD BE AVAILABLE FOR A LONGER PER-

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IOD THROUGHOUT ITALY, COVERING AS MANY AS SIX CITIES. THIS

WOULD, OF COURSE, BE THE CENTERPEICE OF OUR BICENTENNIAL EFFORTS. IN MUSIC, THE MISSION IS IN TOUCH WITH SEVERAL ENTITIES IN ORDER TO PROVIDE A BICENTENNIAL THEME TO VARIOUS CONCERT SERIES BY PERFORMANCE OF AMERICAN MUSIC.

B. IN AMERICAN STUDIES, A CHAIR IN AMERICAN HISTORY IS BEING ESTABLISHED AT THE UNIVERSITY OF ROME, USIA SUPPORT TO COMPLETE THIS PROJECT IS PENDING. A MAJOR INTERNATIONAL CONFERENCE WILL BE HELD IN MAY IN GENOA ON THE THEME OF US-ITALIAN RELATIONSHIP OVER 200 YEARS. A SERIES OF SEMINARS AND FORMAL TALKS ON AMERICAN THEMES, BY SPECIALISTS BROUGHT IN AND BY OUR OWN MISSION OFFICERS, WILL BE SCHEDULED DURING THE YEAR. IN NOVEMBER A MAJOR INTERNATIONAL CONFERENCE ON US AND ITALY IN THE CONTEXT OF DIPLOMATIC HISTORY WILL BE HELD IN VENICE.

C. IN GENOA, AN ORGANIZING COMMITTEE LED BY THE CONSUL GENERAL HAS INITIATED PLANS FOR MULTIFACETED ACTIVITIES THIS SPRING AND SUMMER (HELP WILL BE NEEDED ON SOME OF THESE PROJECTS, AS INDICATED BELOW).

D. THE CITY OF FLORENCE AND THE TUSCAN REGION HAVE ASKED US FOR COOPERATION (AS YET UNSPECIFIED) IN THEIR PLANS FOR A BICENTENNIAL CELEBRATION; THERE ARE INDICATIONS THAT THERE WILL LIKELY BE MORE SUCH INITIATIVES THROUGHOUT THE COUNTRY.

E. IN THE MEDIA, RAI-TV HAS AGREED TO SCHEDULE A "SALUTE BY SATELLITE" JULY 4-5. IT WILL ALSO DO A MAJOR SIX-PART BICENTENNIAL SERIES WITH USIS HELP, BASED ON ALISTAIR COOKE FILMS. SIMILAR ASSISTANCE WILL BE PROVIDED TO THE PRINT MEDIA.

F. THE DEPARTMENT AND USIA ARE ALREADY COOPERATING IN A PROJECT TO PRESENT A SERIES OF HIGH-LEVEL AMERICAN SPEAKERS THIS SPRING IN ITALY (FOCUS ON MILAN) AS PART OF A EUROPEAN CIRCUIT.

G. BICENTENNIAL GIVES ADDED DIMENSION ALSO TO SUCH ONGOING ACTIVITIES AS VISITS BY SIXTH FLEET UNITS TO MAJOR PORTS; VIP TRIPS TO WATCH SIXTH FLEET OPERATIONS; SIXTH FLEET AND NATO BAND APPEARANCES AT ITALIAN EVENTS.

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2. FOLLOWING ARE SUMMARIES OF ADDITIONAL BICENTENNIAL PROJECT PROPOSALS FROM THE MISSION AND CONSULATES, RANKED IN PRIORITY ORDER, TOGETHER WITH SOME INDICATIONS REGARDING THE KIND OF SUPPORT FROM WASHINGTON THAT IS NEEDED (IN ADDITION, OF COURSE, TO THE ITEMS LISTED ABOVE AND PARTICULARLY TO THE US ARTISTS IN ITALY LISTED IN 1A ABOVE):

A. A MAJOR AMERICAN THEATRICAL EVENT -- MUSICAL COMEDY OR OPERA -- COULD HAVE NATIONWIDE IMPACT. SINCE SCOTT JOPLIN IS CURRENTLY ENJOYING SUCCESS IN EUROPE AND "TREEMONISHA" HAS BEEN GETTING ATTENTION IN THE US, IT IS BELIEVED THAT THIS ALL-BLACK OPERA COULD BE SCHEDULED IN MILAN'S LA SCALA AND OTHER OPERA HOUSES IN ITALY, IF DECISION COULD BE MADE PROMPTLY. SIMILARLY A PRODUCTION OF PROGY AND BESS OR "1776" COULD BE A SMASH IN ITALY.

B. SIMILARLY, A TOUR BY A MAJOR US SYMPHONY OF FOUR TO SIX CITIES IN ITALY WOULD MAKE A MAJOR CULTURAL IMPACT. VENICE BIENNALE WAS SEEKING TO ARRANGE A SERIES OF FIVE PERFORMANCES BY LA SYMPHONY TO PRESENT A PANORAMA OF US MUSIC, BUT HIS HAS FALLEN THROUGH. US ORCHESTRAS ARE COMMON IN THE NORTH, BUT NOT IN OTHER PARTS OF ITALY. ALSO IN SYMPHONIC FIELD, A VISIT TO ITALY BY LEONARD BERNSTEIN, PREFERABLY WITH A MAJOR US SOLOIST, WOULD BE EXCEEDINGLY WELL RECEIVED. WE BELIEVE THIS COMBINATION COULD PERFORM WITH AT LEAST FIVE OF THE ITALIAN ORCHESTRAS, AND FEATURE AMERICAN COMPOSERS.

C. IN GENOA, A BICENTENNIAL ORGANIZING COMMITTEE (SPARKED BY CONSUL GENERAL GORI BRUNO) HAS PLANNED A WHOLE SERIES OF BICENTENNIAL EVENTS, INCLUDING A LOCAL ESSAY CONTESTS, CHARTER FLIGHTS TO THE US, A VISIT BY THE SIXTH FLEET, A CONCERT OF AMERICAN MUSIC, AND EXHIBIT OF US PRODUCTS MANUFACTURED IN ITALY, ASSISTANCE TO A MAJOR CONFERENCE ON AMERICAN STUDIES (SEE ABOVE), AND, IN COOPERATION WITH THE UNIVERSITY OF GENOA, A CONFERENCE ON US-ITALY ECONOMIC RELATIONS. THE ORGANIZING COMMITTEE HAS SOME \$10,000 IN DONATIONS ALREADY IN THE BANK, BUT MORE FUNDS ARE NEEDED TO BRING OFF ALL OF THE PLANS. THEY HAVE SPECIFICALLY REQUESTED ASSISTANCE FOR THE ECONOMIC CONFERENCE: SOME \$850 WILL BE REQUIRED TO BRING IN PROFESSOR P.D. GRUBB, GEORGE WASHINGTON UNIVERSITY, AND FOR BRINGING IN LIMITED OFFICIAL USE

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OTHER AMERICAN SPEAKERS ON TRANSPORTATION, COMMERCE-INDUSTRY, AND FINANCE. TO REWARD AND ENCOURAGE THEIR REMARKABLE INITIATIVE-- IN THIS COMMUNIST-DOMINATED CITY--A SPECIAL BICENTENNIAL GRANT OF \$5,000 IS REQUESTED TO HELP THEM COVER COSTS AND INCREASE LOCAL IMPACT. ANY MONIES LEFT OVER WILL GO TO HELP UNDERWRITE THEIR PLANNED AMERICAN STUDIES CONFERENCE.

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D. THE MISSION'S PRINCIPAL EFFORT IN THE SCIENCE/ TECHNOLOGY FIELD FOR THE BICENTENNIAL YEAR WILL BE THE ELECTRONIC DATA PROCESSING SHOW SCHEDULED AT THE MILAN TRADE CENTER MAY 11-13. THEME IS "200 YEARS OF AMERICAN SCIENCE AND TECHNOLOGY IN THE SERVICE OF MANKIND." AMBASSADOR WILL INAUGURATE WITH OPENING SPEECH; SOME 25 PARTICIPANTS, INCLUDING RANKING SCIENTIST FROM US AND ITALY, WILL TAKE PART IN RELATED SEMINAR. MISSION BELIEVES THAT TRANSCRIBING AND PRINTING THESE PARTICIPANTS' PAPERS, FOR DISTRIBUTION THROUGHOUT ITALY, COULD MAKE IMPORTANT IMPACT PARTICULARLY ON YOUNG SCIENCE-ORIENTED AUDIENCES, IN POSITIVE BICENTENNIAL CONTEXT. ESTIMATED COST THIS JOB, WHICH CANNOT BE HANDLED VIA IN-HOUSE RESOURCES, \$7,000.

E. IN ROME, THE ITALIAN CENTER FOR AMERICAN STUDIES (CISA), A SERIOUS AND IMPORTANT BUT IMPOVERISHED INSTITUTION, NEEDS FUNDS FOR A VARIETY OF PURPOSES, E.G., TO PUT OUT A NEW EDITION OF THE CATALOGUE OF PERIODICAL HOLDINGS IN AMERICAN SOCIAL SCIENCES AND THE HUMANITIES, FOR ITALY-WIDE DISTRIBUTION, UNDERPINNING ALL WORK IN AMERICAN STUDIES IN ITALY; THE LAST EDITION WAS DONE IN 1958 (UNDERWRITTEN THEN BY USIS, IN BETTER LIMITED OFFICIAL USE

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TIMES). A BICENTENNIAL GRANT OF \$50,000 WOULD COVER A VARIETY OF NEEDS WHICH CAN BE SPELLED OUT IN MORE DETAIL IF NECESSARY.

F. TO PREPARE, SCHEDULE, AND PRESENT A MULTI-MEDIA PRESENTATION IN VARIOUS ITALIAN CITIES FOCUSING ON RICH HISTORICAL LINKS BETWEEN US AND ITALY. TOTAL COST ABOUT \$15,000. THIS PROGRAM WOULD UTILIZE THREE SLIDE PROJECTORS, ONE TAPE RECORDER, AND ONE SYNCHRONIZATION UNIT, WHICH COULD BE LOANED OR RENTED. ITS THRUST WOULD BE TO STRESS INTERRELATIONSHIPS BETWEEN ITALIANS AND AMERICANS THROUGHOUT U.S. HISTORY. IT WOULD TOUCH UPON THE EARLY NEW WORLD EXPLORERS, THEN CONCENTRATE UPON INDIVIDUALS WHOSE INFLUENCE HAS BEEN DECISIVE FROM THE IMMEDIATE PRE-REVOLUTION TO PRESENT, E.G., MAZZEI, BECCARIA AND OTHERS WHO HAD CONNECTIONS WITH JEFFERSON AND FRANKLIN; THE IMPORTANT CONTRIBUTIONS TO OUR REVOLUTION AND THE NEW GOVERNMENT OF SUCH AS TAGLIAFERRO, VICO, ET. THE REITERATED THEME TO BE A DEMONSTRATION OF THE DYNAMISM AND MUTUAL BENEFIT OF ITALIAN-AMERICAN RELATIONSHIPS FROM THE EARLIEST DAYS. GIVEN THE USE OF THE MULTI-MEDIA EQUIPMENT, THE USIS MILAN BRANCH POST CAN PLAN AND PREPARE THE PROGRAM WITH MINIMAL BACKSTOPPING AND IS PREPARED TO SCRIPT AND PROFESSIONALLY RECORD THE NARRATION WITH APPROPRIATE MUSICAL BACKGROUND. (A QUICK DECISION NEEDED.)

G. IN TRIESTE, A SEMINAR ON AMERICAN CIVILIZATION, COSPONSORED BY THE UNIVERSITY OF TRIESTE AND THE ITALO-AMERICAN ASSOCIATION, WILL HAVE ITS CONCLUDING SESSION MAY 24. THE FEATURED SPEAKER WILL BE JACQUES CHABAN-DALMAS, FORMER PREMIER OF FRANCE AND CURRENT PRESIDENT OF THE FEDERATION OF EUROPEAN AMERICAN ORGANIZATION. THE GROUP WOULD LIKE TO INVITE, AS THE AMERICAN SPEAKER, PROFESSOR JOHN W. SHY, UNIVERSITY OF MICHIGAN HISTORY PROFESSOR, WHO IS NOW IN THE UNITED KINGDOM. SHY'S SPECIALTY IS THE AMERICAN REVOLUTION. IT WILL COST THE GROUP AN ADDITIONAL \$1500, APPROXIMATELY, TO HAVE SHY AS PART OF THE PROGRAM. NECESSARY ASSISTANCE TO BRING IT OFF WOULD BE A BICENTENNIAL GRANT OF \$1,000.

H. IN NAPLES, A U.S. NAVY GROUP IS PRODUCING THE MUSICAL, "1776." IN ADDITION TO THE NO-COST PLAYERS, THE NAVY IS PROVIDING TRANSPORTATION FOR A PLANNED SERIES OF SHOWINGS IN FIVE OTHER CITIES IN THE SOUTH, TO ALLOW ITALIAN AUDIENCES TO LIMITED OFFICIAL USE

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APPRECIATE THIS MUSICAL HISTORY. NEEDED ARE FUNDS FOR AN ITALIAN-LANGUAGE CATALOGUE, AND FOR ADDED ROYALTY EXPENSES: \$1500.

I. ALSO IN NAPLES, PRELIMINARY CONVERSATIONS SUGGEST THAT IT WILL BE POSSIBLE TO HAVE THE NAPLES RAI ORCHESTRA DO A SPECIAL CONCERT IN THE RAI-TV AUDITORIUM ON "TWO HUNDRED YEARS OF AMERICAN MUSIC" FOR SUBSEQUENT NATIONAL TELECASTING. COST FOR PRINTING THE PROGRAMS FOR THIS EVENT, PLUS MAILING INVITATIONS, IS ESTIMATED AT \$400.

J. IN TORINO, BIRTHPLACE OF GIOVANNI BATTISTA BECCARIA, AN EXHIBIT AT THE BIBLIOTECA NAZIONALE HONORING ONCE AGAIN THE EXCHANGE OF IDEAS BETWEEN THE FOUNDING FATHERS AND ITALIAN SCHOLARS. BECCARIA, A DISTINGUISHED MATHEMATICIAN AND PHYSICIST, CORRESPONDED FOR YEARS WITH BENJAMIN FRANKLIN, WHOSE INTEREST IN ELECTRICITY BECCARIA SHARED TO THE EXTENT OF ARRANGING THE TRANSLATION AND CIRCULATION OF FRANKLIN'S PUBLICATIONS IN THIS FIELD THROUGHOUT ITALY AND EUROPE. PACKING, TRANSPORTATION, INSURANCE OF ARTIFACTS ALONG WITH MATERIALS, LABOR AND OTHER COSTS INCIDENTAL TO MOUNTING EXHIBIT (INCLUDING GATHERING OF LOCAL ARTIFACTS), \$6,000.

3. COMMENT: THE ABOVE CONSTITUTE THE MAJOR BICENTENNIAL PROJECTS PRESENTLY ENVISIONED FOR WHICH SUPPORT IS REQUESTED NOW. THE MISSION IS CONVINCED THAT AT THIS POLITICALLY SENSITIVE MOMENT WHEN USG PRESTIGE IS AT A LOW POINT HERE, THESE BICENTENNIAL PROPOSALS OFFER A GOLDEN OPPORTUNITY FOR US TO HELP OFFSET NEGATIVE ATTITUDES ABOUT US AND TO PROVIDE A POSITIVE IMAGE OF US PRESENCE AND INVOLVEMENT IN ITALY. AS NEW OPPORTUNITIES PRESENT THEMSELVES IN FUTURE MONTHS, MISSION WILL SUBMIT ADDITIONAL REQUESTS, ASSUMING FEASIBILITY OF FINANCIAL SUPPORT. (THERE WILL BE A SEPARATE MESSAGE SOON REGARDING IMPACT PROJECTS UNRELATED DIRECTLY TO BICENTENNIAL. MEANWHILE, WILL PROCEED GIVING MAXIMUM EMPHASIS BICENTENNIAL THEMES USING PRESENT RESOURCES AND PERSONNEL. VOLPE

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